2nd Annual Teeing Off for Teens Golf Tournament

Texas Secretary of State Hope Andrade, Honorary Chair

The Quarry Golf Course
San Antonio, TX
Friday, June 4, 2010 – 11:00 a.m.
Too many teens are dying. Car crashes kill more young people than any other cause, accounting for nearly half of all teen deaths in America each year. About 6,000 U.S. teens die each year in car crashes; that’s the equivalent of a commercial jet loaded with teenagers crashing once every week for an entire year.

On a per-mile driven basis, teens are far more likely to die in a car crash than more experienced drivers. The majority of teen passenger deaths happen when another teenager is driving.

For every American teen killed in a car crash, about 100 more are injured. Every 15 minutes, another teenager becomes a statistic.

Car crashes involving teenage drivers cost our nation more than $41 billion every year; the annual cost in Texas is more than $3.5 billion.

Most people don’t know why. The most common causes of teen driving crashes are the ones that young drivers (and their parents) know the least about. Combined with a lack of driving experience, the top three dangers are:

- Distractions, such as texting / cell phones and too many teen passengers
- Driving at night
- Speeding and street racing

Alcohol and low seat belt use create dangers as well, but not as frequently as the top three causes. In fact, alcohol is a factor in only 12 percent of the crashes involving the youngest drivers on the road.

Most teens are unaware of the driving restrictions imposed on them by the Graduated Driver Licensing (GDL) laws in Texas and other states.

Serious crashes are more frequent for teens learning through parent-taught driver education.

Teens are a key part of the solution. Started in 2002, Teens in the Driver Seat® is the first program to involve young drivers in developing and delivering safety messages to their peers.

Teens help shape the program and are responsible for implementing it; TTI provides the science, guidance and project resources.

TDS is available to schools and youth groups at no cost in Texas.

TDS works.
TDS program assessments show risk awareness levels increasing by up to 200 percent.

Cell phone use at some TDS program schools has been shown to drop by 30 percent, and seat belt use has gone up by over 10 percent.

In Texas, teen crash deaths are down 32 percent and the number of teenage drivers involved in fatal crashes has dropped 33 percent since the TDS program began. The recent decline in teen crash deaths in Texas is more than twice the national average.

The city of Garland experienced 12 teen traffic fatalities in the four years before launching a TDS program; the same city has seen only one teen traffic death in the two years since launching TDS. Before TDS, teen involvement in all crashes was 28 percent; after TDS, teen involvement in crashes dropped to 16 percent.

More than 300 schools have implemented TDS programs, and the program is now being deployed in three states outside Texas.

The impressive growth of TDS, coupled with the rapid growth of social networking among teens, creates the potential for a “safety culture” among young people and the prospect of saving hundreds of lives each year.

TDS partners
Texas Department of Transportation
Texas Transportation Institute
State Farm Insurance, Texas Zone

Contact
Russell Henk
Texas Transportation Institute
210-979-8411
r-henk@tamu.edu
# Sponsorship Opportunities

## 2nd Annual Teeing Off for Teens Golf Tournament

The Quarry Golf Course  
San Antonio, TX  
Friday, June 4, 2010  
11:00am Registration  
1:30pm Shotgun Start

All sponsorships will need to be paid prior to the golf tournament in order to receive recognition. Please keep in mind that all sponsorships go to supporting the **Teens in the Driver Seat Program in Texas**. Return completed sponsorship forms to Ernie Cochran—Fax: 512.259.5571; Email: ernie@housmanandassociates.com

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### Eagle Sponsor—$5,000
- Company logo on the sponsor banner displayed at registration and at the award reception
- Recognition (logo) on sponsor signs as Eagle Sponsor
- Two complimentary teams (8) player registrations
- Lunch and award reception provided for (8) golfers
- Opportunity for company to donate a goodie bag item
- Verbal recognition at the tournament and at the award reception
- Recognition in TDS Newsletter and the TDS Website

### Par Sponsor—$1,500
- Recognition (company name) on the sponsor signs as Par Sponsor
- Two (2) complimentary player registrations
- Lunch and award reception provided for two (2) golfers
- Opportunity to donate a goodie bag item

### Bogey Sponsor—$1,000
- Recognition (company name) on the sponsor signs as Bogey Sponsor
- One (1) complimentary player registration
- Lunch and award reception provided for one (1) golfer
- Opportunity to donate a goodie bag item

### Donor—$500
- Recognition (company name) on the sponsor signs as a Donor

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All proceeds go to supporting the Teens in the Driver Seat Program in Texas.

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**Working to stop the number-one killer of teens in America through the nation’s first peer-to-peer safety program for young drivers**

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**www.t-driver.com**

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2nd Annual “Teeing Off for Teens” Golf Tournament
Benefitting Teens in the Driver Seat® (www.t-driver.com)
The Quarry Golf Course—San Antonio, TX
Friday, June 4, 2010—11:00am Registration | 1:30pm Shotgun Start
Texas Secretary of State Hope Andrade, Honorary Chair

Sponsor Information:
First Name: ____________________________________ Last Name: ____________________________________
Company: ______________________________________ Address: _______________________________________
City: ______________________________ State: _____ Zip: __________ Phone: ____________________________
Fax: ______________________________ Email: ________________________________________________
Type/Amount of Sponsorship: ________________________________________________________________

Payment Information: Make checks payable to Housman & Associates—TDS Golf
Check Amount: __________________ Check #: __________________________
Credit Card: ☐ Visa ☐ MasterCard ☐ Amex
Card #: _______ Exp. ___/___ Name on Card: __________________________

To register as a player only, please go to see the Golfer Information Section on page 5, and return along with payment of $125.00.
Golfer Information for Sponsor:
First Name: ____________________________________ Last Name: ____________________________________ Handicap _______
Company: ______________________________________ Address: _______________________________________
City: ______________________________ State: _____ Zip: __________ Phone: ____________________________
Fax: ______________________________ Email: ________________________________________________

First Name: ____________________________________ Last Name: ____________________________________ Handicap _______
Company: ______________________________________ Address: _______________________________________
City: ______________________________ State: _____ Zip: __________ Phone: ____________________________
Fax: ______________________________ Email: ________________________________________________

First Name: ____________________________________ Last Name: ____________________________________ Handicap _______
Company: ______________________________________ Address: _______________________________________
City: ______________________________ State: _____ Zip: __________ Phone: ____________________________
Fax: ______________________________ Email: ________________________________________________

First Name: ____________________________________ Last Name: ____________________________________ Handicap _______
Company: ______________________________________ Address: _______________________________________
City: ______________________________ State: _____ Zip: __________ Phone: ____________________________
Fax: ______________________________ Email: ________________________________________________

Please mail all forms with payment to Ernie Cochran, Housman & Associates, 1309 Pasa Tiempo, Leander, TX 78641. Forms with credit card information provided may be faxed to 512.259.5571. If you have any questions, please do not hesitate to contact Ernie Cochran at (512)259-5554 or ernie@housmanandassociates.com
2nd Annual “Teeing Off for Teens” Golf Tournament
Benefitting Teens in the Driver Seat® (www.t-driver.com)
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The tournament format is a four-person scramble. Registration will open at 11:00 a.m. The fee for the golf tournament is $125.00 per person, and includes goodie bag, lunch and award reception, greens fee, golf cart, range balls and refreshments. Full teams or individual players are welcome. Deadline to register is Friday, May 14. After deadline, players admitted on a space available basis.

There will be a Luncheon before and an Award Reception after the tournament

Prizes awarded for 1st, 2nd and 3rd place, longest drive and closest to the pin.

Proceeds go to supporting the Teens in the Driver Seat Program in Texas.

Golfer Information: (If paying by check, please make checks payable to TDS – Golf)
Check Amount: __________________ Check #: __________________________
Credit Card: ☐ Visa ☐ MasterCard ☐ Amex
Card #: _______ _______ _______ _______ Exp. ______ Name on Card: __________________________
First Name: ____________________________ Last Name: ____________________________ Handicap __________
Company: ____________________________ Address: ____________________________ City: _______ State: _______ Zip: _______
Phone: ____________________________ Fax: ____________________________ Email: ____________________________

First Name: ____________________________ Last Name: ____________________________ Handicap __________
Company: ____________________________ Address: ____________________________ City: _______ State: _______ Zip: _______
Phone: ____________________________ Fax: ____________________________ Email: ____________________________

First Name: ____________________________ Last Name: ____________________________ Handicap __________
Company: ____________________________ Address: ____________________________ City: _______ State: _______ Zip: _______
Phone: ____________________________ Fax: ____________________________ Email: ____________________________

First Name: ____________________________ Last Name: ____________________________ Handicap __________
Company: ____________________________ Address: ____________________________ City: _______ State: _______ Zip: _______
Phone: ____________________________ Fax: ____________________________ Email: ____________________________

Please fax or email golf registration form with credit card information provided to 512.259.5571 or ernie@housmanandassociates.com.
SPONSORSHIP OPPORTUNITIES AVAILABLE: Contact Ernie Cochran at (512)259-5554 or ernie@housmanandassociates.com
“Young people develop and deliver safety messages that reflect gaps in teens’ knowledge about driving perils. Since its inception, 250,000 teenagers in 300 high schools in Texas have participated in Teens in the Driver Seat, which is now being tested in California, Connecticut and Georgia.”
— USA Today

“Teen auto fatalities continued to fall once Texas brought peer-to-peer safe driving programs into high schools.”
— Austin American-Statesman

“The program uses positive peer pressure to deliver safe driving messages. Other states hope to copy the Texas program and its success, making teens safer behind the wheel.”
— CBS Evening News with Katie Couric

“300 schools are implementing a first-in-the-country program called Teens in the Driver Seat, an initiative that gets teens talking to their peers about the risks of driving. Preliminary research says the program, begun in 2003, has worked.”
— Dallas Morning News

“The program uses positive peer pressure to deliver safe driving messages. Other states hope to copy the Texas program and its success, making teens safer behind the wheel.”
— CBS Evening News with Katie Couric

“Fatal teen crashes in Texas declined more than in any other state, the study showed. It was an improvement lawmakers and the institute chalked up to the state’s graduated driver’s license law and a program called Teens in the Driver Seat.”
— The El Paso Times

“Texas has a unique peer-to-peer outreach program called Teens in the Driver Seat.”
— Houston Chronicle

From left to right, U.S. Secretary of Transportation Ray LaHood, TDS Program Director Russell Henk and Executive Director of Roadway Safety Foundation Greg Cohen

National Award Recipient